



St Paul's Academy

KS4 Business Studies Curriculum Overview (2025)

Why we teach Business studies at St Paul's Academy

Business Studies equips students with skills needed to access diverse career opportunities in a dynamic economy. At St Pauls Academy, GCSE Business Studies is offered at KS4. At KS3 students are introduced to the subject through Enterprise. They learn about enterprise and budgeting in year 7, finance and decision making in year 8, and business and finance in year 9.

At KS4 students learn the fundamental concepts of investigating a small business (Year 10) and of building a business (Year 11). Students gain the business and finance knowledge and skills needed to develop their entrepreneurial and employability skills, allowing them to identify business problems and opportunities. Business studies enables students to analyse and evaluate the micro and macro business environment and the factors that influence businesses in the UK and across the world. We intend to academically equip our students with the knowledge and skills needed to understand underlying Business theories which can be applied to a variety of case studies related to the real world of business.

The business studies curriculum is designed to develop team working skills as well as problem solving, decision making and critical analysis.

Disciplinary Knowledge

These core aspects of disciplinary knowledge are used to strengthen and develop substantive knowledge and underpin our common teaching approaches.

Application of Numeracy



Decision Making



Problem-Solving



Critical Thinking



Substantive Knowledge

Curriculum maps detail the sequencing of substantive knowledge through five 'big ideas' to enable pupils to build schemata of important concepts over time.

Enterprise and Entrepreneurship



Business Environments



Marketing and People



Business Decision and Strategy



St Pauls Academy
Business Studies Key Stage 4 Curriculum Map – Topics by Term

<i>SK themes and colours</i>	Enterprise and Entrepreneurship 	Business Environments 	Marketing and People 	Business Decision and Strategy 
<i>DK Big Ideas and Colours</i>	Application of Numeracy 	Decision Making 	Problem-Solving 	Critical Thinking 

KS4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	Theme I: Investigating small business I. Course Introduction Topic 1.1 Enterprise & Entrepreneurship 1.1.1 The dynamic nature of the business 1.1.2 Risk and reward 1.1.3 The role of business enterprise <i>Revision and End of topic test</i> Quizzes & Homework on SENECA Summative assessment Topic 1.2 Spotting a business opportunity 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment <i>Revision and End of topic test</i> Quizzes & Homework on SENECA Summative assessment	Topic 1.3 Putting a business idea into practice 1.3.1 Business aims & objectives 1.3.2 Business revenue, costs & profit 1.3.3 Break-even 1.3.4 Cash flow 1.3.5 cash flow forecasting 1.3.6 Sources of finance <i>Revision and End of topic test</i> Quizzes & Homework on SENECA Summative assessment Topic 1.4 Making the business effective 1.4.1 Business ownership and liability 1.4.2 Franchising 1.4.3 Business location Summative assessment: Year 10 PPE 1.	1.4.4 Marketing Mix 1.4.5 Business plan <i>Revision and End of topic test</i> Summative assessment Topic 1.5 Understanding external influence on business 1.5.1 Stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The Economy and business 1.5.5 External influences on business <i>Revision and End of topic test</i> Summative assessment	Theme II: Building a business Topic 2.1 Growing the business 2.1.1 Business growth 2.1.2 Changes in business aims & objectives 2.1.3 Business and Globalisation 2.1.4 Ethics, the environment And business <i>Revision and End of topic test</i> Summative assessment	Topic 2.2 Making marketing decisions 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place	2.2.5 Marketing mix & Business Decision <i>Revision and End of topic test</i> Summative assessment
	SK EE EE BE BE EE EE BE BE M&P BDS BDS BE BDS BDS BDS M&P M&P BDS BDS BDS BDS BDS BE BE					

	DK	AoN	AoN	AoN	AoN	AoN	AoN	DM	DM	DM	DM	DM	DM	PS	PS	PS	CT	PS	PS	PS	PS	CT	CT	CT	CT					
Year 10																														
	Knowledge Organiser Quiz					Summative Assessment																								
KS4	Autumn 1					Autumn 2					Spring 1					Spring 2					Summer 1					Summer 2				
Year 11	<p>Topic 2.3 Making operational decisions</p> <p>2.3.1 Business operation and production process.</p> <p>2.3.2 Technology, productivity and production</p> <p>2.3.3 Managing stock</p> <p>2.3.4 The role of procurement</p> <p>2.3.5 Managing quality</p> <p>2.3.6 The sales process</p> <p><i>Revision and End of topic test</i></p> <p>Revision for End of year Academy Exam.</p> <p>Summative assessment</p> <p>Students overall learning Assessed:</p> <p>End of topics tests</p> <p>Quizzes</p> <p>Homework</p>					<p>Theme II: Building a business (Continued)</p> <p>Topic 2.4 Making financial Decisions</p> <p>2.4.1 Financial calculations</p> <p>2.4.2 Financial performance</p> <p>2.4.3 Gross profit & Net profit</p> <p>2.4.4 Average Rate of return</p> <p><i>Revision and End of topic test</i></p> <p>Summative assessment: Year 11 PPE1</p>					<p>Exam skills / Revision</p> <p>Topic 2.5 Making human resources decisions</p> <p>2.5.1 Organisational structure</p> <p>2.5.2 The importance of effective communication</p> <p>2.5.3 Different ways of working</p> <p>2.5.4 Effective recruitment</p> <p>2.5.5 Effective training and development</p> <p>2.5.6 Motivation</p> <p><i>Revision and End of topic test</i></p>					<p>Exam skills / Revision</p>					<p>Exams</p>									
	SK	BDS	BDS	BDS	BDS	BDS	BDS	BDS	M&P																					
	DK	AoN	AoN	DM	DM	DM	DM	PS	CT	PS	CT	DM	DM	PS	CT	DM	DM													

Year 11																									
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St Pauls Academy
Business Studies Curriculum Map – KS4 Disciplinary Knowledge Progression

	Application and numeracy	Decision Making	Problem solving	Critical thinking	Planning and time management
Year 10 & Year 11	<p>Calculation</p> <ul style="list-style-type: none"> • Calculations in a business context, such as revenue, costs and profit and cash flow forecasts. • Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, such as information from graphs and charts and profitability ratios KS4 	<p>Being able to suggest an appropriate extension strategy for a product example.</p> <ul style="list-style-type: none"> • Being able to recommend which of the four p's to focus on. • Being able to recommend a recruitment process for a job role. • Being able to make investment/ project management decisions based on financial data. • Appreciating that in business there are frequently conflicts of interest. • Being able to justify or critique any decision being made by a business manager. • Being aware of internal and external stakeholder involvement in the role of decision making for a business. • Being aware that the government sets regulations and structure. 	<p>At KS4, students are introduced to problem-solving through:</p> <ul style="list-style-type: none"> • Creativity • More complex problems or problems: a more systematic and logical approach to solve. • Emotional Intelligence: considering the impact that a problem and/or its solution has • Decision Making: to consider various options and alternatives. • Researching Skills 	<p>At KS4, there are seven main aspects of thinking used in business studies:</p> <ul style="list-style-type: none"> • Open-mindedness • Analysis • Interpretation • Problem-solving • Decision-making • Effective communication • Self-improvement 	<ul style="list-style-type: none"> • Exam skills, planning a 9- mark response. • Ensuring that all questions are attempted and time budgeting. • Brainstorming/ time to be creative. • Time budgeting. How to answer the question in the time available • Reading, highlighting and annotating key facets of a case-study • Knowledge of the distribution of assessment objectives for extended answer questions.

		<ul style="list-style-type: none">• Being aware that businesses set objectives that can be very wide-ranging and open-ended, providing that they rely on some element of logic.• Being able to weight risks and rewards, and benefits of a business making a Decision.			
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